

GRAPHIC COMMUNICATION MANAGEMENT CONCENTRATION

BUS 207	Legal Responsibilities of Business	4
BUS 212	Financial Accounting for Nonbusiness Majors	4
BUS 418	Listening to the Customer	4
COMS 213	Organizational Communication	4
GRC 420	Graphic Communication in Integrated Marketing Communications	4
GRC 421	Production Management for Print and Digital Media	4
Select from the following:		5
BUS 303	Introduction to International Business	
BUS 310	Introduction to Entrepreneurship	
BUS 382	Leadership and Organizations	
ENGL 310	Corporate Communication	
GRC 220	Introduction to Applied Social Media in Graphic Communication	
GRC 357	Specialty Imaging and Graphics Technologies	
GRC 451	Management Topics in Graphic Communication	
GRC 452	Emerging Technologies in Graphic Communication	
Other courses as approved by academic advisor		
Total units		29